



Idaho Grape Growers & Wine Producers Commission

Idaho Grape Growers & Wine Producers Commission Board of Directors Meeting August 11th, 2016 9am

Present

Board: Melissa Sanborn, Colter's Creek Winery (conference call); Earl Sullivan, Telaya Wine Co. (conference call); Mike Williamson, Williamson Orchard and Vineyard (conference call)

Commission: Moya Dolsby; Shelley Bennett, Sara Dirks (conference call), Brenna Christison and Allison Collar

Other: Joe Blass, Cinder Wines (conference call); Roger Batt, Legislative Educator (conference call)

Absent: Steve Meyer, Pend d'Oreille Winery; Gregg Alger, Huston Vineyards

Call To Order

Dolsby called the meeting to order at 9:00am.

Approval of Minutes

Dolsby presented the July minutes. *With no need for discussion, Williamson moved to approve the minutes. Sullivan seconded. Motion carries.*

Audit

The audit presentation was rescheduled for the October board meeting to allow for full board attendance.

Financial Report

Approve Expenses

Christison will prepare July financials next week and will send out to the Board when completed. The Board will approve July, August and September Financials at the October meeting.

Legislative Report

Catering Permits

The City of Boise is stating they've always required catering permits for wineries to participate in designated events within the city. Christopher Voth with the City has been great in answering questions for clarification. Farmers Markets are a special exemption, allowing for individual wineries to not hold a catering permit to pour samples and conduct individual sales. Sullivan would like the Commission to talk to the Chamber of Commerce and other decision makers from the City to discuss the impact on businesses. Dolsby has spoke with Carrie Westergard with the Boise CVB. Batt will set up a meeting with the City and Alcohol Beverage Control, and willing to set up a meeting with the Mayor as well. Blass asked about Uncorked in the Garden. Dolsby reminded him an outside venue or park is considered to have multiple rooms, allowing every winery the ability to pull a catering permit. This came from the Idaho Wine Run set up.

Subcommittee Reports

Next Commission Meeting: October 13th, 2016 - 9am IWC

Events

Savor Idaho^N – August 18th

There are ten wineries, five sponsors and 24 tickets left with the event one week away. The Coeur d'Alene Resort will be handling bottle sales.

Western Idaho Fair Ag Pavilion – August 19th-28th

IWC will have a booth at the Agriculture, Food & Natural Resources Pavilion at the Western Idaho Fair.

Idaho Wine Competition – September 20th

Confirmed judges are Stephanie Earthmann Baird, Naomi Boutz, Mary Cressler, Mike Dunne, Robert Ehlert, Lane Hoss, Kat House, Ilene Dudenake and Ryan Robinson. The competition will be held at Ruth's Chris Steakhouse. Registration is open, wine is due to the office by September 15th. The Industry reception will be following the competition at the Commission office from 5-7pm. A welcome dinner kicking off the Southern Idaho Media Tour for the journalist attending will take place that evening.

Southwest Idaho Media Tour – September 20th-22nd

There are 8 journalist booked and the Commission is working on getting two more. They will tour wine country tour on Wednesday and an urban tour on Thursday. All wineries participating in the tour will receive information on all journalists attending prior to the tour.

Industry Bootcamp – September 27th-28th

The industry bootcamp will occur two different days this year with 40 spots open each day. 20 people have registered. Each participating winery will receive information on all attendees prior to the boot camp.

Sippin' in the City – November 4th

Registration has gone out and tickets will go on sale September 1st. It will be at the 8th and Main building on the 17th floor. Wineries will need to get a sponsored event permit with ABC.

Marketing

AVA Maps

Maps are looking great. There are a couple of wineries/vineyards the Commission hasn't been able to confirm addresses for. If the Commission doesn't receive them they will not be able to be on the map.

Best Case Scenario

Information has gone out. Four wineries are interested so far. Wines are due at Watershed PR by September 15th.

Photography – October 2nd-5th

Kim Fetrow will be coming out in October to procure updated professional photography in the Southwest region. The Commission is focusing on action shots of people. If you want to be included in photography please let the Commission know. We will be meeting in central locations to maximize time.

International Riesling Foundation

The Commission is looking at the benefits of becoming members of the International Riesling Foundation. Sullivan would like us to reach out to top Riesling producers to see if they benefited from our sponsorship. Dolsby will contact Ste. Chapelle.

Website Metrics

Next Commission Meeting: October 13th, 2016 – 9am IWC

Christison presented the website metrics for July at 5,947 page views. Top five cities were Boise, Salt Lake City, Meridian, Los Angeles and Seattle. The top five states were Idaho, California, Utah, Washington and Oregon. The top five visited winery pages were Ste. Chapelle Winery, Snyder Winery, Colter's Creek Winery, Koenig Vineyards and Annadelle Winery.

Social Media Monthly Numbers

Christison presented the social media numbers for July. Facebook has 3,892 likes with a reach of 89,081 people and 3,404 engagements (link clicks, likes and shares). Twitter has 5,634 followers with a reach of 11,388 people and 142 engagements (link clicks, re-tweets and favorites). Instagram has 2,802 followers and an engagement of 2,065. Pinterest has 291 followers, 4,840 average monthly viewers and 97 average monthly engagements.

Education/Research

Vineyard Seminar – August 2nd

33 people attended and five people took advantage of the pesticide credits. The Department of Agriculture addressed the question on winemaker's responsibilities for training. It is not the vineyard manager's responsibility to train winemakers on WPS. Winemakers do need to be WPS trained. Collar and Bennett are working with the Department of Agriculture to conduct a similar training at the 2017 Annual Meeting.

Annual Meeting – February 14th-16th

The 2017 Annual Meeting will be three days. Dirks and Bennett spoke with Tim Gaiser who will be conducting a tasting room training, similar to the one he conducted at WAWGG in 2016.

Weather Station Update

Dirks spoke with Jai yesterday, he would like further direction as far as functionality for the site. Setting up a platform similar to WSU's will be very expensive and time consuming. Dirks would like to have a sit down meeting with Jai in November while she is down for Sippin' in the City.

Executive Director Report

Membership/HR

- Vineyard seminar
- Legislative Dealings
- Weather Station
- Annual meeting planning
- Audit
- Permits

Marketing

- Mapping Project
- Summer Media Tours
- Planning new video launch
- Setting up Photography tour
- Industry (restaurant bootcamp)
- Wine Fly Free
- Sippin
- Best Case Scenario
- Idaho Wine Comp planning

Meetings

Next Commission Meeting: October 13th, 2016 – 9am IWC

- 7/21 Education Committee Meeting
- 7/21 U of Idaho – Danielle and Mike
- 7/21 Ron Baker – Rizen
- 7/25 Audit
- 7/26 Wine America Call
- 7/26 Leadership Boise
- 7/27 Tourism Office
- 7/27 Kathy Johnson
- 7/28 John Cohen – Fahlgren
- 8/2 Vineyard Seminar
- 8/3 Wine America Music Lic Call
- 8/4 Jim Thomssen – Sponsor Lunch
- 8/9 CWI
- 8/9 Fahlgren

Other Business

1. No September meeting for harvest
2. Date change for October meeting – October 13th at IWC.

Adjourn

Sanborn moved to adjourn the meeting at 9:41 am. Williamson seconded. Motion carries.